SEED ROUND · OCTOBER 2026

Vamo

No customer ever waits at your dealership again.

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by MENTEIA

THE PROBLEM

Every minute of waiting is a lost sale

01

Customers waiting

The salesperson is busy and the customer goes to another dealership.

02

Slow financing

72% buy on credit; the loan file takes days.

03

Blind funnel

Nobody knows which kiosk or model drove the sale.

THE SOLUTION

From QR to signed loan, no waiting

01

Scan

Dynamic QR on a kiosk or totem.

02

Chat

AI advisor on WhatsApp and voice, 24/7.

03

Drive

Test drive booked with a reminder.

04

Finance

KYC, pre-filled bank application and signature.

05

Close

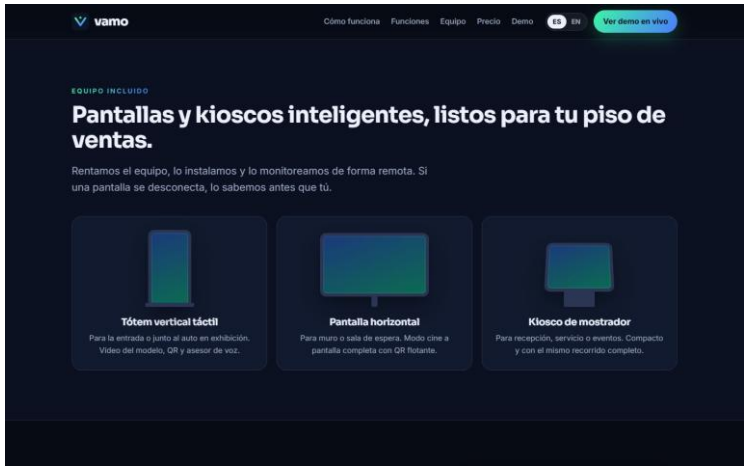
CRM with funnel by dealership and kiosk.

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The product, on screen







WHY WE WIN

Serves like a salesperson, measures like a CRM

Full flow

Greeting, test drive, identity, loan and signature in one.

Physical + digital

Captures the customer on the floor; WhatsApp follows up.

Attribution

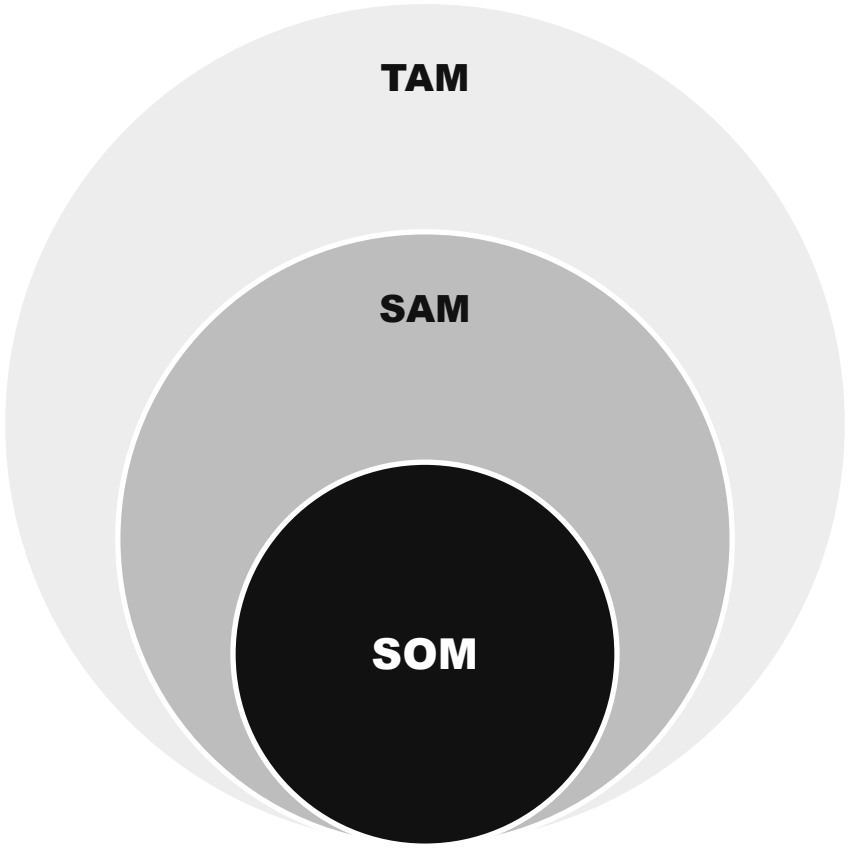
Sale tied to dealership, kiosk and model.

No upfront cost

Monthly lease with hardware, installation and support.

MARKET

2,800 dealerships and 1.5 M cars a year



TAM US$17M

2,800 dealerships in Mexico × US$6k/year

SAM US$4M

Ford, Lincoln and volume brands (~650 dealerships)

SOM US$350k

~60 kiosks in 24–36 months

BUSINESS MODEL

Lease per kiosk, all-inclusive

KIOSK

US$324

per month: hardware, installation, AI advisor and support.

LOAN

US$15–30

per completed loan file.

WHATSAPP ONLY

US$189

per month for digital dealerships.

TRACTION

Pilot with Ford and Lincoln

3

Ford / Lincoln locations in pilot

7

modules in production

0 s

wait for the customer

Full product: dynamic QR, WhatsApp, voice, test drives, KYC, multi-bank loans, signature and CRM.

COMPETITION

What no CRM or chatbot does alone

Alternative	What it offers	Our advantage
Automotive CRM (Salesforce, DealerSocket)	Lead management	Serves the customer on the floor and on WhatsApp
Brand chatbots	Generic answers	Quotes, books, verifies identity and builds the loan
Host / salesperson on duty	Limited human attention	0 s wait, 24/7
Auto lending platforms	Financing only	From first contact to signed contract

GO-TO-MARKET

From 3 locations to 60 kiosks

01

Pilot → contract

Ford and Lincoln as the reference case.

02

Groups and brand

Group-level sales and a program with the brand.

03

Lenders

Banks that benefit from complete loan files.

WHAT THE ROUND ACHIEVES

24-month roadmap



MONTHS 1–6

Pilot to contract

- Ford/Lincoln pilot metrics
- Convert 3 locations to contract
- 15 kiosks installed

MONTHS 7–12

Group and brand

- Program with the brand
- Integration with 2 banks
- 30 kiosks

MONTHS 13–18

Multi-brand

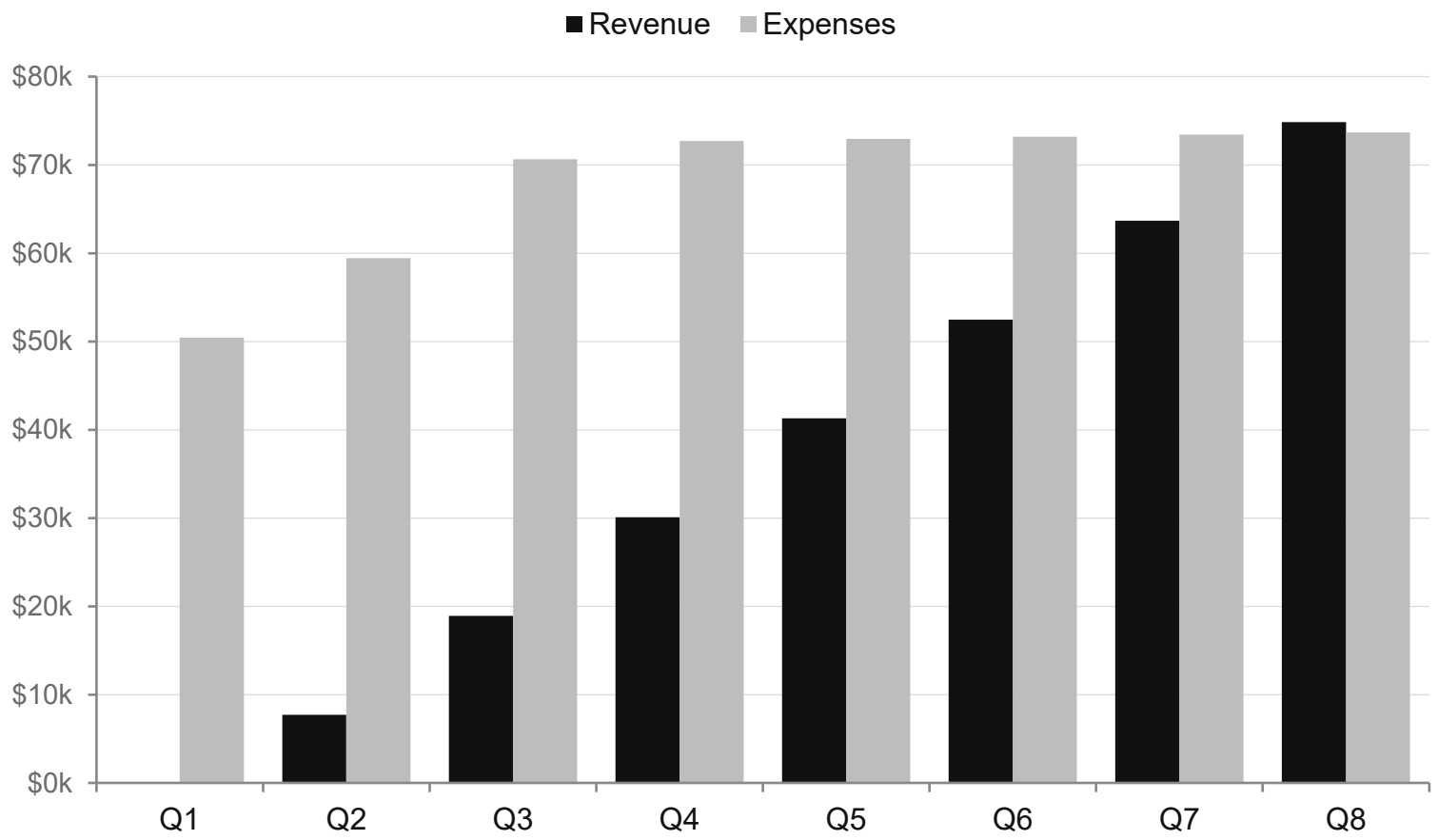
- Second and third brand
- Used-car module
- 45 kiosks

MONTHS 19–24

Scale

- ~60 kiosks
- First client outside Mexico
- Break-even

24-month financial projection



US$26k

Monthly revenue at month 24

US$314k

Annualized revenue (ARR) at month 24

Month 23

Monthly breakeven

THE OFFER

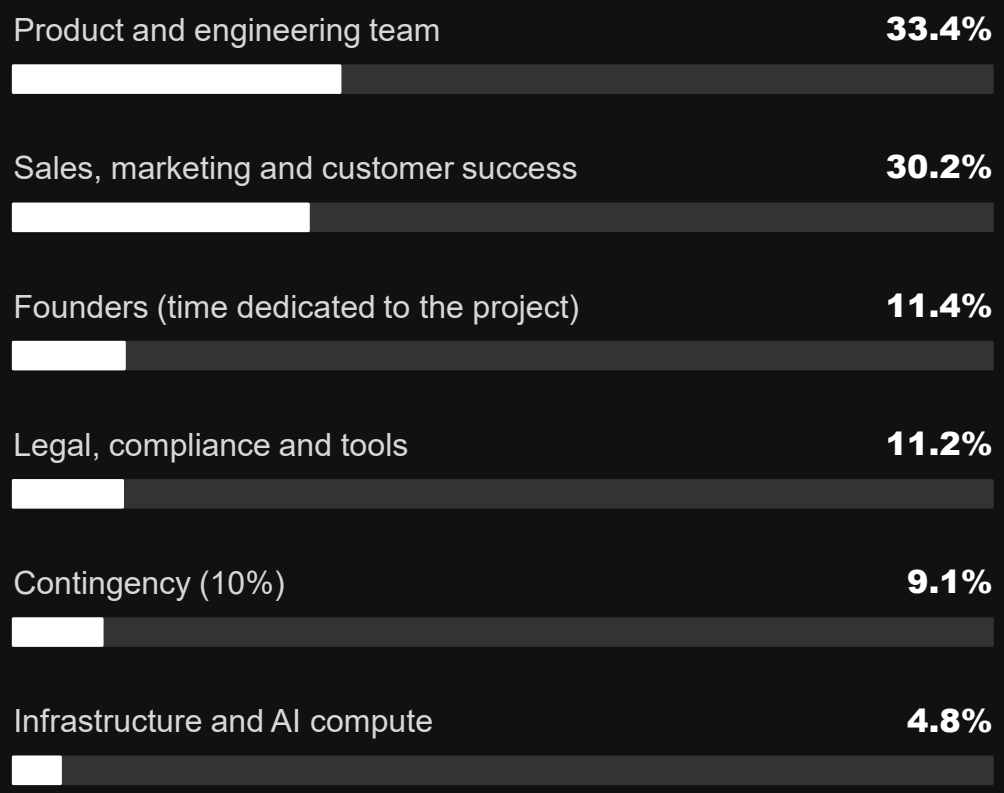
The round

US$625,000

for 25.8% · 24 months of operation

PRE-MONEY	**US$1,800,000**
POST-MONEY	**US$2,425,000**
INSTRUMENT	**Post-money SAFE**

USE OF FUNDS



TEAM

A team already running 9 AI products



Rafael Herrera

CEO / CFO

Strategy, finance and relationships with investors and corporate clients.



Vladimir Díaz

CTO

Architecture, AI and operation of Menteia's products in production.



Francisco D'Angelo

Head of Legal and Compliance

Corporate structure, regulatory compliance and data protection.

Invest in Vamo

Dealerships have already tried Vamo. This round rolls it out nationwide.

Rafael Herrera · CEO / CFO
Vladimir Díaz · CTO
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